

Message Text

UNCLASSIFIED

PAGE 01 COPENH 01619 161953Z

66

ACTION EB-11

INFO OCT-01 EUR-06 ADP-00 COME-00 RSC-01 RSR-01 /020 W

----- 099243

R 161610Z JUL 73

FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 7310

INFO AMEMBASSY HELSINKI

AMEMBASSY OSLO

AMEMBSSY STOCKHOLM

UNCLAS COPENHAGEN 1619

E.O. 11652 N/A

TAGS: BEXP DA

SUBJ: FY 1974 COMMERCIAL OBJECTIVES FOR DENMARK

REF: STATE 128397

SUMMARY: AS REQUESTED REFTEL, EMBASSY'S KEY COMMERCIAL OBJECTIVES FOR FY 1974 ARE SET FORTH BELOW. RESOURCE ALLOCATION IS ALSO DISCUSSED. END SUMMARY.

1. EMBASSY PLANS TO FOCUS MAXIMUM ATTENTION OF ITS LIMITED RESOURCES TO SEVERAL SPECIFIC PRODUCT CATEGORIES IN WHICH WE SEE BEST OPPORTUNITIES FOR AN IMPORTANT EMBASSY ROLE IN EXPANDING US EXPORTS TO DENMARK. WE WILL, OF COURSE, CONTINUE TO CARRY OUT NORMAL TASKS, WHICH INCLUDE AN INCREASING NUMBER OF COMMERCIAL SERVICES IN WTDR'S, LETTERS, TELEPHONE INQUIRIES, VISITORS, TRADE OPPORTUNITIES, PROMOTION OF REVERSE INVESTMENT AND TRAVEL, AND THE COMMERCIAL NEWSLETTER. THE FOLLOWING ARE SPECIFIC PRIORITY OBJECTIVES:

A) OBJECTIVE ONE. INCREASE U.S. SHARE OF DANISH MARKET FOR PRINTING AND BOOKBINDING EQUIPMENT. ACTION ONE : USING AVAILABLE RESEARCH IN THIS FIELD, OBTAINED IN CONNECTION WITH U.S. SOLO EXHIBITION COPEX HELD IN COPENHAGEN IN 1970, DETERMINE PRODUCTS WITH HIGHEST SALES POTENTIAL. ACTION TWO: MAXIMIZE SUPPORT FOR STOCKHOLM TRADE CENTER SHOW SEPTEMBER 24-28, 1973, ON PRINTING AND BOOKBINDING EQUIPMENT. ATTEMPT TO ARRANGE GROUP

UNCLASSIFIED

PAGE 02 COPENH 01619 161953Z

TRAVEL TO STOCKHOLM SHOW BY DANISH IMPORTERS AND END-USERS.

ACTION THREE: FOLLOW-UP ON TRADE LEADS DEVELOPED BOTH AT COPEX EXHIBITION AND STC SHOW AND SUBMIT AT LEAST TEN TRADE OPPORTUNITIES.

B) OBJECTIVE TWO. INCREASE U.S. SHARE OF DANISH MARKET FOR COMPUTERS AND COMPUTER RELATED EQUIPMENT. ACTION ONE: INVESTIGATE LOCAL BUSINESS COMMUNITY'S ATTITUDE TO POSSIBLE U.S. SPECIALIZED TRADE MISSION IN THE FIELD DURING FY 1974. ACTION TWO: BASED ON BAK-JENSEN MARKET STUDY AND CONCENTRATING ON EQUIPMENT WITH HIGHEST SALES POTENTIAL, DEVELOP AT LEAST TEN TRADE OPPORTUNITIES. ACTION THREE: ENCOURAGE DANISH BUSINESSMEN TO VISIT U.S. EXHIBITIONS AT THE SYSTEMS '73 TRADE FAIR AT MUNICH, NOVEMBER 21-30, 1973.

C) OBJECTIVE THREE: INCREASE U.S. SHARE IN GROWING DANISH MARKET FOR INDUSTRIAL ROBOTS. ACTION ONE: THROUGH RESEARCH AND DISCUSSIONS WITH INDUSTRY, PROJECT MARKET GROWTH OVER NEXT FIVE YEARS. (INITIAL INVESTIGATION INDICATES GOOD POSSIBILITIES). ACTION TWO: IDENTIFY AT LEAST FIVE POTENTIAL IMPORTERS/DISTRIBUTORS OF INDUSTRIAL ROBOTS. ACTION THREE: URGE U.S. PARTICIPATION IN APPROPRIATE DANISH TRADE FAIRS. ONLY TRADE FAIR SCHEDULED DURING FY 1973 WHICH MIGHT QUALIFY IS THIRD INTERNATIONAL FAIR FOR EQUIPMENT FOR THE CHEMICAL PROCESS INDUSTRIES IN COPENHAGEN, JANUARY 28-FEBRUARY 1, 1974.

D) OBJECTIVE FOUR: INCREASE U.S. MARKET SHARE FOR MODERN MERCHANDISING EQUIPMENT. ACTION ONE: USING AVAILABLE RESOURCES AND RESEARCH, IDENTIFY FIVE MOST PROMISING COMMODITY SUB-GROUPS. ACTION TWO: PROVIDE STRONG BACKUP SUPPORT TO STC SHOW IN JANUARY 1974 ON THESE PRODUCTS, INCLUDING ARRANGING GROUP VISIT, IF POSSIBLE. ACTION THREE: DEVELOP AT LEAST TEN TRADE OPPORTUNITIES IN THE FIELD.

2. RESOURCE ALLOCATION. ACTION ONE: PROPOSE THAT TWO CERP REPORTS BE ABOLISHED. ACTION TWO: ESTABLISH DIRECTORY OF DANISH TRADERS/DISTRIBUTORS BY BTN NUMBERS TO FACILITATE IDENTIFYING POTENTIAL

DANISH AGENTS FOR U.S. PRODUCTS. ACTION THREE: UTILIZE OUTSIDE CONTRACTORS WHEREVER THESE SATISFACTORY AND CLEARLY REDUCE WORK-LOAD. ACTION FOUR: CONTINUE TO MAXIMIZE EFFICIENT UTILIZATION OF STAFF TIME AND ABILITIES WITHIN COMBINED ECONOMIC/COMMERCIAL SECTION.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 COPENH 01619 161953Z

DUNNIGAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 JUL 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973COPENH01619
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: COPENHAGEN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730732/aaaaaxy.tel
Line Count: 108
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 73 STATE 128397
Review Action: RELEASED, APPROVED
Review Authority: kellerpr
Review Comment: n/a
Review Content Flags:
Review Date: 10 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10-Sep-2001 by elbezefj>; APPROVED <07-Jan-2002 by kellerpr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1974 COMMERCIAL OBJECTIVES FOR DENMARK
TAGS: BEXP, DA
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005